



TREE CITY USA

Community Forestry Growth Toward Sustainability

Activity Guide & Award Application

Make Your Community Forestry Program More Sustainable and Visible.

Choose From More Than 40 Activities To Strengthen Your Efforts in:

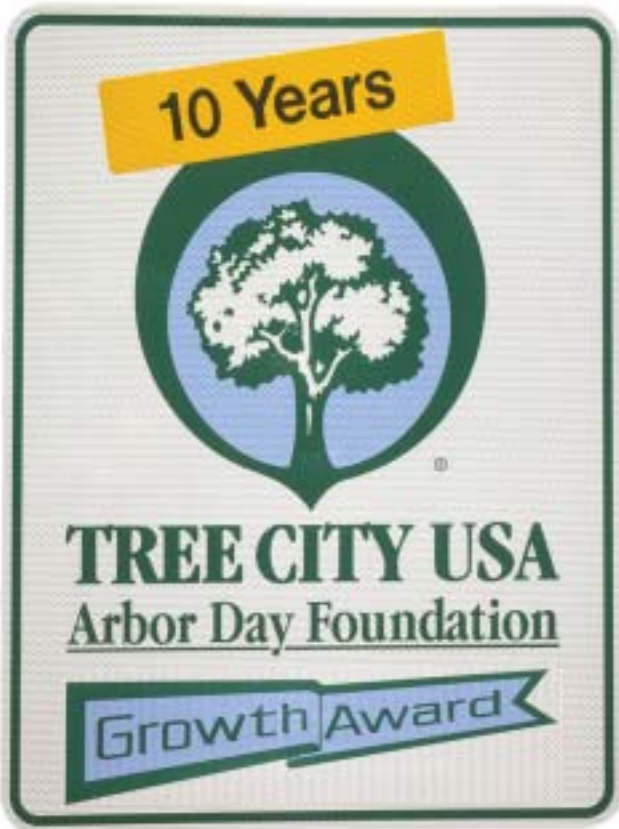
- Education & Public Relations*
- Partnerships*
- Planning & Management*
- Tree Planting & Maintenance*

Earn National Recognition



Tree City USA
Proudly Growing Good Ideas





Quality urban and community forestry programs are continually growing and improving. Tree City USA Growth Award recognition will be a powerful public demonstration that positive action is being taken to make your town a better place in which to live.

The Tree City USA Growth Award is provided by The National Arbor Day Foundation, in cooperation with the National Association of State Foresters and the USDA Forest Service, to recognize environmental improvement and encourage higher levels of tree care throughout America. This award is designed not only to recognize achievement, but also to communicate new ideas and help the leaders of all Tree City USA's plan for improving community tree care.

ELIGIBILITY: Your community may be eligible for the Tree City USA Growth Award if it is a Tree City USA for at least the second consecutive year and has spent at least as much on its community forestry program this year as it did last year.

If your community qualifies, you will receive Tree City USA Growth Award banners for your community entrance signs, a plaque with your community name and a Growth banner emblem denoting the year your community received the award, and appropriate local and national recognition.

In subsequent qualifying years the community receives a Growth banner emblem to update the plaque and additions to the award signs denoting the year. **Communities achieving growth recognition for 10 years are designated Sterling Tree City USAs.**

APPLICATION PROCEDURES: Review the Eligible Activities listed under Categories A, B, C, and D in this booklet. If your community has completed activities during the year which total 10 or more points, you may apply for a Growth Award. Note: Your program may already have accomplished many of these activities; however, **only those completed in the past year are eligible.**

Complete the application form and mail to your state forester with the appropriate documentation attached to the form with a single staple in the upper left-hand corner. Include a cover sheet for the documentation for each Eligible Activity indicating the activity name and number.

The completed application with required documentation must be submitted to your state forester by December 31. Your Growth Award application must be sent to your state forester with your Tree City USA Application for Recertification.

Your community is eligible to apply for this award each year it completes Eligible Activities totalling 10 or more points.



CATEGORY A: EDUCATION AND PUBLIC RELATIONS

Eligible Activities

A1. Publications (2 points)

Materials for the public about tree planting and care, such as a listing of recommended street trees, were first published or significantly improved. (Please enclose a copy of the publication as documentation.)

A2. Literature Distribution (2 points)

A new method of public literature distribution (with utility bills, at garden centers, at public events, etc.) was developed and implemented successfully.

A3. Interpretive Program (3 points)

An interpretive program such as a walking tour of outstanding trees for community planting, an arboretum, a heritage tree program (largest, historic, etc.) or similar project was first made available to the public or was significantly improved.

A4. Local Awards Program (3 points)

A recognition program with awards to citizens, commercial enterprises, neighborhood associations, other citizen groups, etc. for such things as best landscaping, tree planting/care projects, etc. was initiated or significantly improved.

A5. Community-Wide Tree Event (4 points)

A special, community-wide tree event such as an Arborfest, Dogwood Festival, Oak Festival, etc. was initiated or significantly improved. (An Arbor Day celebration is a standard requirement to qualify for Tree City USA. Therefore, please report here only a community-wide, highly publicized Arbor Day celebration or festival in addition to Arbor Day.) Tree-related activities and/or exhibits must be part of the event. (Please include event name(s) and date(s) with documentation.)

A6. Publicity (5 points)

An ongoing publicity campaign for tree care and community forestry was initiated or significantly improved, for example a weekly newspaper column by the city forester or tree board, or a community-wide newsletter about trees.

A7. Youth Education (4 points)

The city initiated or significantly improved a formal, community-wide tree-education program for youth (such as "Trees Are Terrific," "Grow Your Own Tree," "Project Learning Tree," "Arbor Day National Poster Contest," etc.)

A8. Continuing Education for Tree Workers (6 points)

A training/continuing education program for the city's tree workers, both employees and contractors, was initiated or significantly improved. The training must be provided at least annually - either by the city or by other qualified organizations. (Please indicate who provided training, the type of training and approximate percentage of tree workers who received 8 hours or more of formal training and percentage who received 40 hours or more of formal training.)

A9. Tree-Worker Safety Program (5 points)

A comprehensive safety program for city tree workers was initiated or significantly improved that goes beyond formal training to include such methods as daily warm-up exercises, wellness programs, safety newsletter, etc.

A10. Continuing Education for Forestry Managers and Tree Board Members (6 points)

A continuing education program for forestry managers and tree board members was initiated or significantly improved. Examples include participation in tree-related workshops, conferences, correspondence courses, or other structured educational programs for those involved with managing community forests. (Please include approximate percentage who attended conferences, workshops, or other such events, and approximate percentage who earned credit or continuing education units (CEUs), with documentation.)

A11. Tree-Care Workshops (4 points)

A workshop on some aspect of tree care was provided for the first time for homeowners, businesses and other members of the public. Or ongoing workshops were significantly improved or the public participation was significantly increased. (Please include date(s) and number attending with documentation.)

A12. Arborist Workshops (5 points)

Tree-care workshops were provided for the first time for private commercial arborists. Or ongoing workshops were significantly improved or participation was significantly increased. (Please include date(s) and number attending with documentation.)

A13. Publicity Event (3 points)

An activity specifically designed to gain publicity for the community forestry program was initiated or significantly improved.

"The news of the award has been shared widely in the community and will provide additional support for the City's commitment to nurturing our urban forest."

The Honorable Bill Bogaard,
Mayor of the City of Pasadena, California

CATEGORY B: PARTNERSHIPS



Eligible Activities

B1. New Project or Organization (4 points)

A new, significant tree project was accomplished by the city in partnership with a civic organization, youth group, or other corporate or volunteer entity. Or assistance was given in creating a new volunteer organization that contributes to the community forestry program.

B2. Utility Partnership (5 points)

A cooperative program between the city and a utility was initiated or significantly improved, resulting in additional tree planting, planting appropriate species, improved pruning and other tree care, or utility designation as a Tree Line USA. (Please enclose documentation of significant community involvement.)

B3. Green Industry Partnership (5 points)

A cooperative project between the city and businesses such as private nurseries or tree services resulting in improved planting stock, better tree care, improved landscaping methods, the recycling of wood materials, etc. was initiated or significantly improved.

B4. Cooperative Contracting/Planning (6 points)

A program was initiated or significantly improved for the community to cooperatively work with another community. (For example, to share a forester; to jointly contract for tree-care, computer or other professional services; to purchase expensive equipment such as a tree spade; to pool tree orders; or to jointly implement regional land-use planning.)

B5. External Funding (6 points)

The city applied for and received significant, nongovernmental funding (corporations, foundations, civic organizations, individual contributions, etc.) for community forestry. (Please indicate amount, source and use of funds with documentation.)

B6. Tree Planting on Private Property (4 points)

The city initiated or significantly improved a cost-sharing or other incentive program, an unusual publicity campaign, etc. to bring about more tree planting on private property. There should be attention given to planting the right tree in the right place, and encouraging long-term care.

B7. Engineering/Forestry Coordination (6 points)

Formalized coordination with city engineering was initiated or significantly improved to insure proper urban forestry review of street and utility plans, sidewalk construction, and similar practices that impact the health of the city's trees.

B8. Land-Use Planning Coordination (5 points)

Procedures for including tree professionals in land use planning decisions were put into place or significantly improved. Examples might include the appointment of a planning and zoning official to the tree board or vice versa, or routing all development site plans and applications through the city forester for input and approval.

B9. Wildland Fire Prevention Coordination (5 points)

The community has initiated or significantly improved a wildland fire prevention program such as involvement with Firewise Communities/USA. Go to www.firewise.org/usa for details.

B10. Citizen Training Program (6 points)

A program to train and schedule citizen volunteers to provide basic maintenance suited to volunteers was initiated or significantly improved.

“Waukesha has been a Tree City USA for eleven consecutive years. On May 10, Waukesha experienced a devastatingly spectacular freak snow storm. This nine inch, wet, heavy snowfall, accompanied by high winds, occurred just after full leaf-out. Sixty percent of 30,000 street trees sustained damage and 1,000 required removal. To accomplish this enormous restoration task we approached the City’s finance committee for emergency funds. After our presentation to the committee, the initial and immediate response of the chairperson was, ‘We are a Tree City USA, we are proud of that designation and we intend to keep it.’ The vote was unanimous in favor of all our requests.”

“My point here (and I can not emphasize this enough) is that our designation as a Tree City USA was a tremendous positive influence in securing the support for necessary repairs and the continuation of Waukesha’s Urban Forestry programs.”

“I will close by simply saying if you are not a Tree City USA now, become one; if you are already, sustain the title. The benefits to be accrued are manifold — take my word for it!”

David P. Liska, City Forester
Waukesha, Wisconsin



CATEGORY C: PLANNING AND MANAGEMENT

Eligible Activities

C1. Tree-Maintenance Budget (9 points)

A budget line in the city budget specifically for tree maintenance (as opposed to planting or removals) was initiated or significantly increased. (Please indicate budget allocation for the current and previous year with documentation.)

C2. Municipal Funding (8 points)

Expanded or innovative municipal funding was developed to be used specifically to increase the planting and care of community trees. Examples include special tax districts, curb tax, bond issues, license fees, gas tax, utility surcharge, etc.

C3. Sidewalk/Curb Policy (5 points)

Policies were adopted or significantly improved which call for placement, construction, replacement and repair of sidewalks and curbs in a manner that will minimize tree damage. (Please enclose a copy of the policies as documentation.)

C4. Tree Inventory and Analysis (7 points)

A basic inventory of street and/or park trees was conducted for the first time or updated, and an analysis was performed indicating what conclusions are to be drawn from the inventory: species mix, planting and care needs, etc. (Please enclose copy of the inventory, or a sample from one neighborhood, and the analysis as documentation.)

C5. Computerized Tree-Management System (9 points)

The tree management system was first computerized and is site specific, i.e. individual trees identified with specific locations, and includes a work-reporting method with the work data on individual trees updated on a regular basis, preferably at least weekly.

C6. Management Plan (7 points)

A long-range, community-wide tree planting and management master plan using inventory data and covering at least the next 3-5 year period was first adopted or significantly improved. (Please enclose copy of plan as documentation.)

C7. Licensing (5 points)

A licensing program was initiated or significantly improved for all tree-care companies or individuals operating in the community. (Please enclose explanatory literature as documentation.)

C8. Improved Ordinance (6 points)

A new or revised and significantly improved ordinance related to trees was adopted. The ordinance(s) must lead to the improved management and/or

protection of trees and tree habitat and might include such measures as protecting historic or specimen trees, protecting trees and tree habitat during construction, conserving woodlands, ending tree topping, requiring new developments to preserve green spaces or plant trees, requiring parking lot landscaping, etc. (Please enclose copy of ordinance as documentation.)

C9. Standards and Specifications (6 points)

A standards and specifications document was adopted, or updated and significantly improved, as a separate document which complements the community's tree ordinance. Provisions might include such things as acceptable street trees to plant, standards for planting in downtown areas and along residential streets, and tree-maintenance guidelines. The standards would be updated and kept current by the city forester, tree board, or equivalent authority. (Please enclose copy with documentation.)

C10. Wildlife Habitat (3 points)

Wildlife habitat was developed or protected, including such practices as setting aside "no mowing" zones, planting trees and shrubs for wildlife purposes, protecting riparian zones, adding water impoundments for wildlife, providing nest boxes, etc.

C11. Park, Open Space (5 points)

Forested open space was acquired or a park developed with major tree planting. To use this criterion, it is necessary to demonstrate that the forestry staff or tree board was instrumental in the project. The land in question must be available for public use. Land covered by a scenic or other easement may also be included here.

C12. Emergency Plan (4 points)

A tree-care emergency plan was developed or significantly improved. The plan could outline who will provide what services after a severe storm, mutual aid available between communities or jurisdictions, and how to work effectively with the news media.

C13. Professional Tree Manager (10 points)

A full-time city forester or equivalent was hired for the first time. (Please indicate name, title, education/degree and starting date.)

C14. Accreditation for Forestry Department (10 points)

Seek and receive accreditation for the municipal forestry department such as that provided by the Society of Municipal Arborists (www.urbanforestry.com).

"Chicago is honored to be designated a Sterling Tree City USA by your organization."

The Honorable Richard M. Daley
Mayor of the City of Chicago, Illinois



CATEGORY D: TREE PLANTING AND MAINTENANCE

Eligible Activities

D1. Special Tree Planting Project (4 points)

A tree-planting project for a special purpose such as energy conservation, or requiring special circumstances such as pit construction or vandalism protection was successfully implemented. Such a project would require a special appropriation, or special cooperation with the neighborhood or business district.

D2. Public Utility Tree Care (5 points)

The maintenance of publicly owned utility lines was significantly improved to reduce adverse impacts on trees. An example would be training in the use of state-of-the-art techniques that avoid topping trees, or qualifying as a Tree Line USA Utility.

D3. Recycling (6 points)

A biomass recycling program was successfully implemented or significantly improved. This may include street tree leaves, lawn wastes, tree removals, Christmas trees, etc.

D4. Street Tree Planting (7 points)

The city formally established or significantly improved its street-tree-planting program.

D5. Street Tree Pruning (8 points)

A formal pruning system was established or improved for the city's street trees. This criterion requires significant improvement through the initiation of regularly scheduled visits to all street trees depending on the requirements of the species, or the reduction of time between visits if needed.

D6. Hazard Tree Program (5 points)

A hazard tree assessment and action program was established or significantly improved, including employee training and a systematic method that includes periodic tree inspections and prompt follow-up when needed.

D7. Special Program to Eliminate Destructive Practices (6 points)

A program such as an educational or ordinance enforcement campaign to eliminate tree topping community-wide, or a training program that eliminates tree damage caused by employees misusing herbicides, weed cutters, and lawnmowers was successfully implemented.

D8. Integrated Pest Management (5 points)

Systems and methods for insect and disease control that are environmentally sensitive were put into place or significantly improved.

D9. Plans for Donations (3 points)

Plans were developed or significantly improved for projects such as vest-pocket parks, arboretum improvements, memorial tree groves, woodland acquisitions, etc. to be available in case of unexpected cash donations or similar opportunities.

D10. Contract Growing (5 points)

A contract with a nursery was initiated or significantly improved to provide specific varieties or species of street and park trees for future years (to enable planning and to assure having the right trees for the right sites).

“Thank you for honoring the City of Wayne with the Tree City USA and Growth Award. It has been a struggle with shrinking revenues for tree planting and maintenance as well as dealing with the devastation of the Emerald Ash Borer. However, we continue to push ahead, as tree planting and maintenance are the right thing to do.”

The Honorable Abdul “Al” Hadius,
Mayor of the City of Wayne, Michigan



TREE CITY USA®

TREE CITY USA GROWTH AWARD Application

Mail completed application with requested attachments to your state forester no later than December 31.

As _____ of the community of _____,
(Title — Mayor or other city official)

I herewith make application for this community to receive the Tree City USA Growth Award as we

- certified as a Tree City USA last year and have submitted an Application for Recertification this year.
- spent at least as much on our community forestry program this year (\$ _____) as we did last year (\$ _____) (fill in amounts reported on Tree City Applications.)
- earned 10 or more points according to Growth Award Eligible Activities (which were new or significantly improved this year.)
- attached documentation for each Eligible Activity for which we seek recognition as listed below. (Appropriate documentation includes narrative descriptions, copies of documents, copies of printed brochures and newspaper clippings.)

City Forestry Contact who can answer questions about the application:

Signature	Name	Title
Title	Address	
Email	City, State, Zip	Phone #

ACTIVITY NUMBER	ELIGIBLE ACTIVITY NAME	# OF POINTS EARNED	DESCRIBE BRIEFLY (attach documentation)
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
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_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

TOTAL POINTS _____

Growth Award Certification
(To Be Completed By The State Forester)

(Community)

The above named community has made formal application to this office. I am pleased to advise you that we reviewed the application and have concluded that, based on the information herein, said community is eligible to receive the Tree City USA Growth Award, for the _____ calendar year, having in my opinion met the Growth Award criteria specified in this application.

Signed _____
State Forester Date



TREE CITY USA®

Calling all Tree City USAs to grow the sustainability of their community forestry programs to maximize value received for dollars expended.

Implement just 2 or 3 new activities each year to grow sustainability and earn recognition.

Benefits of Growth Toward Sustainability:

- Greener, more beautiful neighborhoods
- Stronger neighborhoods with positive social ties
- Better concentration and task completion among ADD children
- Increased property values
- Increased economic vitality
- Improved care of street trees
- Shade for cooling and energy savings
- Correct species planted
- Buffers between incompatible land uses
- Protection of woodlands, riparian habitat and other sensitive areas
- Return on community forestry investment
- Reduced effects of chronic mental fatigue

Benefits of Recognition

- Increased citizen awareness and care of trees
- Opportunity for recognition of elected officials
- Increased public support for your community forestry program

Join the nearly 100 Tree City USAs that have been designated as Sterling Communities for documenting 10 years of growth toward sustainability. Visit arborday.org/Sterling to view the list.

Tree City USA is a community improvement project sponsored by The National Arbor Day Foundation in cooperation with the National Association of State Foresters, USDA Forest Service, U.S. Conference of Mayors, National League of Cities and your state forester's office.



100 Arbor Avenue • Nebraska City, NE 68410 • 402/474-5655



arborday.org